

The Choice is Yours – the facts on RockTenn Coated Recycled Board

Did you know?

RockTenn is a founding member of the RPA 100. We operate five coated recycled board mill locations around the United States with a total capacity of 619,000 annual tons.



RockTenn Coated Recycled Board (CRB) is made of 100 percent recovered fiber and clay-coated for enhanced printability. CRB is generally of multi-ply construction and available in a wide variety of custom options. Our CRB is well-suited for use in folding cartons and other custom packaging applications, making it an economical alternative to other substrates.

Qualities

- 100 percent recycled fiber
- Clay-coated, smooth print surface for eye-catching graphics
- Available in Kraftback or Newsback
- FDA-compliant for contact with dry, aqueous or fatty foods

Best suited for:

- Cereals, crackers, cookies and other dry foods
- Frozen novelty products
- Toys, hardware and electronics
- Pet foods
- Shipping envelopes
- General household consumer goods



Environmental attributes

- Made of 100 percent recycled fiber with an average of 35 percent post-consumer content
- Paperboard is recyclable* and the most recovered packaging material in the U.S.
- RockTenn CRB requires 70 percent less total energy to produce when compared to similar paperboard substrates
- Requires 90 percent less water to produce, resulting in 90 percent less effluent water discharge when compared to similar paperboard substrates

* Packaging may not be recyclable in your area.